

## RESULTS SHOWING NUMERICAL RATINGS GROUPED IN **RED**

(The At-Random Survey questions below dealing with preferences were calibrated into a means scale of 1 to 5. A midpoint on the scale either indicated neutrality or no inclination toward the 2 choices on either side of the neutral midpoint. **In red, the middle number under each of the queries indicates the actual midpoint or neutral responses while the 2 responses to the left and right of the neutral have been combined. For example, in the question immediately below – the “Strongly oppose” position was selected by 110 participants while the more moderate “Oppose” position attracted 181 participants. These have been combined as a single total of 291 as shown below. The same method is used throughout.)**

4. Community meetings held in October and November, 2006 and February, 2007 generated a variety of ideas for changing the zoning in the town. In the following questions, please indicate the extent to which you support or oppose each idea.

In the downtown area and the existing village centers listed in Question #3, would you support or oppose:

	Strongly oppose		Oppose		Neutral		Support		Strongly support		
	N	%	n	%	n	%	n	%	n	%	Mean
Increasing the density (number of units allowed, perhaps an increase in building height, etc.).....	110	17.1	181	28.1	120	18.6	161	25.0	72	11.2	2.85

**291 Strongly oppose & Oppose**  
**120 Neutral**  
**233 Support & Strongly support**

Encouraging mixed-use buildings (such as buildings that combine housing, retail, and offices) in the town center and village centers	27	4.2	57	8.8	109	16.8	313	48.3	142	21.9	3.76
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**84 Oppose & Strongly oppose**  
**109 Neutral**  
**455 Strongly support & Support**

Allowing the more intensive uses (a and b above) of the downtown/village areas only if they bring a reduction in the number of new homes and businesses in other parts of town .....	62	9.8	116	18.4	249	39.4	149	23.6	142	21.9	3.03
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**178 Strongly oppose & Oppose**  
**249 Neutral**  
**291 Support & Strongly support**

In residential neighborhoods, would you support or oppose the following?

	Strongly oppose		Oppose		Neutral		Support		Strongly support		
	N	%	n	%	n	%	n	%	n	%	Mean
Encouraging apartments being added to existing houses .....	104	16.0	180	27.7	159	24.5	159	24.5	47	7.2	2.80

**284 Strongly oppose & Oppose**  
**159 Neutral**  
**206 Support & Strongly support**

Allowing increased housing density while requiring compatible design standards.....	74	11.6	139	21.8	134	21.0	240	37.7	50	7.8	3.08
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**213 Strongly oppose & Oppose**  
**134 Neutral**  
**290 Support & Strongly support**

Allowing increased density while giving residents significant input into planning and design .....	62	9.7	133	20.7	140	21.8	233	36.3	73	11.4	3.20
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**195 Strongly oppose & Oppose**  
**140 Neutral**  
**306 Support & Strongly support**

Requiring the developers of subdivisions cluster the homes on smaller lots and place remaining land in conservation .....	46	7.1	82	12.7	132	20.4	224	34.6	163	25.2	3.60
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**128 Oppose & Strongly oppose**  
**132 Neutral**  
**387 Support & Strongly support**

**Elsewhere in town, would you support or oppose the following?**

	Strongly oppose		Oppose		Neutral		Support		Strongly support		
	N	%	n	%	n	%	n	%	n	%	Mean
Allowing businesses that need to have walk-in or drive-in customers to locate in professional research parks .....	20	3.2	44	7.0	150	23.7	287	45.4	131	20.7	3.74

**64 Strongly oppose & Oppose**  
**150 Neutral**  
**418 Support & Strongly support**

Zoning for a light industrial/office park.....	25	3.9	35	5.5	113	17.7	300	46.9	166	26.0	3.86
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**60 Strongly oppose & Oppose**  
**113 Neutral**  
**466 Support & Strongly support**

**5. To what extent do you agree or disagree with the following ideas about future development in Amherst?**

	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		
	N	%	n	%	n	%	n	%	n	%	Mean
New development should take place in and near the existing village centers listed in Question #3 .....	31	4.9	81	12.8	184	29.2	251	39.8	84	13.3	3.44

**112 Strongly oppose & Oppose**  
**184 Neutral**  
**335 Support & Strongly support**

Additional village centers for mixed businesses and residential use should be created in Amherst ..... 71 11.1 139 21.8 178 27.9 199 31.8 52 8.1 3.03

**210 Strongly oppose & Oppose**  
**178 Neutral**  
**251 Support & Strongly support**

New development should be spread evenly across the town (NOT concentrated in the village centers and downtown) ..... 106 16.5 189 29.4 152 23.6 153 23.8 43 6.7 2.75

**295 Strongly oppose & Oppose**  
**152 Neutral**  
**196 Support & Strongly support**

More commercial uses that serve the student population should be encouraged in appropriate areas close to the UMass campus... 29 4.5 53 8.2 117 18.0 288 44.4 162 25.0 3.77

**82 Strongly oppose & Oppose**  
**117 Neutral**  
**450 Support & Strongly support**

**7. In future land use decisions, do you think the creation of moderate income housing should get less priority, equal priority, or greater priority than the protection of additional open space?**

	<u>Count</u>	Cum. <u>Count</u>	<u>Pct.</u>	Cum. <u>Pct.</u>
Much lower priority .....	92	92	14.1	14.1
Lower priority .....	137	229	21.0	35.1
Equal priority .....	288	517	44.1	79.2
Greater priority.....	96	613	14.7	93.9
Much greater priority .....	40	653	6.1	100.0

Mean = 2.78

**229 Much lower priority & Lower priority**  
**288 Equal priority**  
**136 Greater Priority & Much greater Priority**

**8. Would you support the construction of a greater number of small homes on smaller lots rather than a fewer number of large homes on larger lots, if this resulted in homes that were affordable to moderate income households?**

	<u>Count</u>	Cum. <u>Count</u>	<u>Pct.</u>	Cum. <u>Pct.</u>
Strongly oppose .....	34	34	5.2	5.2
Oppose .....	58	92	8.9	14.1
Neutral.....	103	195	15.7	29.8
Support.....	310	505	47.4	77.2
Strongly support.....	149	654	22.8	100.0

Mean = 3.74

**92 Strongly Oppose & Oppose**  
**103 Neutral**  
**459 Support & Strongly Support**

**9. Below is a list of examples of housing types that involve greater density. To what extent would you support or oppose each of these in order to create housing that more affordable to the average household?**

[illegible]

**12. To what extent do you support or oppose each of the following?**

[illegible]

**13. To what extent do you feel the following economic development initiatives are desirable or undesirable?**

		Very Undesirable		Undesirable		Neutral		Desirable		Very desirable		
		N	%	n	%	n	%	n	%	n	%	Mean
University/research/clean/high technology .....	5		.8	14	2.1	63	9.6	221	33.5	356	54.0	4.38
		<b>19 Very undesirable &amp; Undesirable</b>										
		<b>63 Neutral</b>										
		<b>577 Desirable &amp; Very desirable</b>										
Retirement communities .....	13		2.0	34	5.2	180	27.5	300	45.8	128	19.5	3.76
		<b>47 Very undesirable &amp; Undesirable</b>										
		<b>180 Neutral</b>										
		<b>428 Desirable &amp; Very desirable</b>										
Culture and tourism based.....	6		.9	28	4.3	143	21.7	294	44.7	187	28.4	3.96
		<b>34 Very undesirable &amp; Undesirable</b>										
		<b>143 Neutral</b>										
		<b>481 Desirable &amp; Very desirable</b>										
Agriculture-based business and services.....	5		.8	18	2.7	136	20.6	292	44.2	209	31.7	4.03
		<b>23 Very undesirable &amp; Undesirable</b>										
		<b>136 Neutral</b>										
		<b>501 Desirable &amp; Very desirable</b>										
Retail services .....	16		2.4	43	6.6	171	26.1	293	44.7	132	20.2	3.74
		<b>59 Very undesirable &amp; Undesirable</b>										
		<b>171 Neutral</b>										
		<b>425 Desirable &amp; Very desirable</b>										
Light industry .....	25		3.8	96	14.7	203	31.1	237	36.3	92	14.1	3.42
		<b>121 Very undesirable &amp; Undesirable</b>										
		<b>203 Neutral</b>										
		<b>329 Desirable &amp; Very desirable</b>										
Luxury housing .....	129		19.6	195	29.6	227	34.5	68	10.3	39	5.9	2.53
		<b>324 Very undesirable &amp; Undesirable</b>										
		<b>227 Neutral</b>										
		<b>107 Desirable &amp; Very desirable</b>										
Off campus privately owned student housing...	131		19.9	164	24.9	227	34.5	104	15.8	32	4.9	2.61
		<b>330 undesirable</b>										
		<b>227 neutral</b>										
		<b>136 desirable</b>										

**15. In your opinion, how important is it that Amherst:**

[illegible]

**17. How many more of the following types of new housing units should be built in Amherst?**

[illegible]

**18. Do you agree or disagree that the following are transportation problems in downtown Amherst?**

[illegible]

**19. Would you support or oppose an increase in the property tax rate to pay for each of the following purposes?**

	<b>Strongly oppose</b>		<b>Oppose</b>		<b>Neutral</b>		<b>Support</b>		<b>Strongly support</b>		
	N	%	n	%	n	%	n	%	n	%	Mean
A new multi-generational recreation center..... <b>356 Strongly oppose &amp; Oppose</b> <b>162 Neutral</b> <b>126 Support &amp; Strongly support</b>	179	27.8	177	27.5	162	25.2	95	14.8	31	4.8	2.41
Enhance town library offerings..... <b>194 Strongly oppose &amp; Oppose</b> <b>188 Neutral</b> <b>266 Support &amp; Strongly support</b>	95	14.7	99	15.3	188	29.0	198	30.6	68	10.5	3.07
Acquire additional open space ..... <b>220 Strongly oppose &amp; Oppose</b> <b>180 Neutral</b> <b>246 Support &amp; Strongly support</b>	106	16.4	114	17.6	180	27.9	183	28.3	63	9.8	2.97
Enhance fire and ambulance services ..... <b>117 Strongly oppose &amp; Oppose</b> <b>208 Neutral</b> <b>318 Support &amp; Strongly support</b>	55	8.6	62	9.6	208	32.3	234	36.4	84	13.1	3.36



Enhance public school program offerings.....	68	10.4	82	12.6	126	19.4	184	28.3	191	29.3	3.34
<b>150 Strongly oppose &amp; Oppose</b>											
<b>126 Neutral</b>											
<b>375 Support &amp; Strongly support</b>											
A new department of public works building.....	130	20.3	147	22.9	302	47.1	54	8.4	8	1.2	2.47
<b>277 Strongly oppose &amp; Oppose</b>											
<b>302 Neutral</b>											
<b>62 Support &amp; Strongly support</b>											
A revolving fund for historical preservation projects.....	102	16.0	130	20.4	258	40.4	131	20.5	17	2.7	2.74
<b>232 Strongly oppose &amp; Oppose</b>											
<b>258 Neutral</b>											
<b>148 Support &amp; Strongly support</b>											
Enhance town supported social services .....	91	14.1	113	17.5	214	33.2	179	27.8	47	7.3	2.97
<b>204 Strongly oppose &amp; Oppose</b>											
<b>214 Neutral</b>											
<b>226 Support &amp; Strongly support</b>											
To create affordable housing.....	128	19.7	109	16.8	164	25.3	180	27.7	68	10.5	2.92
<b>237 Strongly oppose &amp; Oppose</b>											
<b>164 Neutral</b>											
<b>248 Support &amp; Strongly support</b>											

**22. To what extent do you agree or disagree with the following statements concerning transportation in Amherst?**

	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		
	N	%	n	%	n	%	n	%	n	%	Mean
Create a car-free pedestrian mall in part of downtown Amherst.....	98	15.2	128	19.8	146	22.6	151	23.4	122	18.9	3.11
<b>226 Strongly Disagree &amp; Disagree</b>											
<b>146 Neutral</b>											
<b>273 Agree &amp; Strongly Agree</b>											
New residential development should be accessible to bus service .....	23	3.5	45	6.9	136	20.8	309	47.2	141	21.6	3.77
<b>68 Strongly Disagree &amp; Disagree</b>											
<b>136 Neutral</b>											
<b>450 Agree &amp; Strongly Agree</b>											
New residential development should be accessible to bicycle routes .....	26	4.0	57	8.7	173	26.5	273	41.7	125	19.1	3.63
<b>83 Strongly Disagree &amp; Disagree</b>											
<b>173 Neutral</b>											
<b>398 Agree &amp; Strongly Agree</b>											
Bus service should meet the year-round needs of Amherst on all routes.....	31	4.7	49	7.5	129	19.8	274	42.0	170	26.0	3.77
<b>80 Strongly Disagree &amp; Disagree</b>											
<b>129 Neutral</b>											
<b>444 Agree &amp; Strongly Agree</b>											

**23. In your opinion, how important is it that Amherst promote alternative forms of transportation as a means of:**

[illegible]

24. To what extent do you agree or disagree that the development of small scale businesses, like convenience stores, should be encouraged in or near areas of town where access to public transportation is not convenient?

Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
N	%	n	%	n	%	n	%	n	%	
45	7.0	82	12.7	191	29.6	243	37.7	84	13.0	3.37

**226 Strongly Disagree & Disagree**

**146 Neutral**

**273 Agree & Strongly Agree**

25. Please indicate the extent to which you agree or disagree with each of the following statements.

Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
N	%	n	%	n	%	n	%	n	%	

Historic resources are part of the distinctive character of Amherst.....	9	1.4	15	2.3	89	13.6	344	52.5	198	30.2	4.08
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**24 Strongly Disagree & Disagree**

**89 Neutral**

**542 Agree & Strongly Agree**

Historic resources are worth preserving even at the expense of some development.....	18	2.8	47	7.2	153	23.6	287	44.2	144	22.2	3.76
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**65 Strongly Disagree & Disagree**

**153 Neutral**

**431 Agree & Strongly Agree**

Historic resources deserve support through tax incentives .....	48	7.4	69	10.7	206	31.9	232	36.0	90	14.0	3.38
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**117 Strongly Disagree & Disagree**

**206 Neutral**

**322 Agree & Strongly Agree**

**Draft**

**Copy check needed for accuracy!**